

## ORDER



**Orders**  
**Order / Rev:** 726178  
**Alt Order #:** 06401262  
**Product Desc:** THOMPSON FOR SENATE  
**Estimate:** 3185  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Thompson, T/ R/ Senate WI  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	18	\$25,725.00	\$21,866.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	18	\$25,725.00	\$21,866.25	0.00
<b>Totals</b>	<b>18</b>	<b>\$25,725.00</b>	<b>\$21,866.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	11/01/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---TF--	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$1,000.00		0.00			
2	KARE	11/05/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MT-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00			
3	KARE	11/01/12	11/02/12	Today Show Today Show	CM	7-9a	---TF--	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$900.00		0.00			
4	KARE	11/05/12	11/06/12	Today Show Today Show	CM	7-9a	MT-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00			
5	KARE	11/01/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	---TF--	:30	2	\$1,975.00	P-4	0.00	NM	2	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$1,975.00		0.00			
N 6	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			

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Advertiser: Thompson, T/ R/ Senate WI  
 Product Desc: THOMPSON FOR SENATE  
 Estimate: 3185

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	11/05/12-11/11/12	M-F 5-530p		5-530p	M-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
	Credited														
7	KARE	11/01/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---TF--	:30	2	\$1,975.00	P-4	0.00	NM	2	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$1,975.00		0.00			
8	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
N 9	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	M-----	:30	1	\$3,000.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	11/05/12-11/11/12	M-F 10-1035p		10-1035p	M-----	:30		<del>(\$3,000.00)</del>		0.00	NM		
	Credited														
10	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$3,375.00		0.00			
11	KARE	11/05/12	11/05/12	M-F 430-5A 430a SUNRISE	CM	430-5a	M-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$50.00		0.00			
N 12	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	Post NFL Late Nev	-----S	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$3,375.00		0.00			
N 13	KARE	11/04/12	11/04/12	Chris Matthews Morn Chris Matthews Sa/Su 430a-12p (11:30 AM-12:00 PM)	CM	430a-12p Sa/Su	-----S	:30	1	\$825.00	P-4	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$825.00		0.00			
N 14	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	MN Bound	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$600.00		0.00			
Totals													18	\$25,725.00	